

### C.) AMENDMENTS TO THE CLAIMS

This listing of the claims will replace all prior versions, and listings of claims in the Application.

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44. (new) A system for providing personalized information to a user in a commercial establishment, the system comprising:

at least one database storing information related to a user;

a portable display unit operated by a user in a commercial establishment, the portable display unit having a unique identifier, and the portable display unit comprising a transceiver, at least one database, a user interface, a display screen, a microprocessor, and at least one program executable by the microprocessor to enable the portable display unit to receive, store, and display information to a user in a commercial establishment;

a location tracking system to determine a location of the portable display unit in a commercial establishment;

a server computer, the server computer being in communication with the location tracking system and the at least one database and the server computer being configured to generate personalized information for a user in a commercial establishment based on the

location of the portable display unit and the information related to a user stored in the at least one database; and

at least one transceiver in communication with the server computer for transmitting the personalized information generated by the server computer to the portable display unit.

45. (new) The system for providing personalized information of claim 44 wherein:

the portable display unit comprises a user identification system to determine an identity of a user operating the portable display unit; and

the server computer is configured to generate personalized information for an identified user based on the location of the portable display unit, the identity of the user and the information related to a user stored in the at least one database.

46. (new) The system for providing personalized information of claim 45 wherein the information related to a user includes at least one of a demographic profile of the identified user and a shopping history of the identified user.

47. (new) The system for providing personalized information of claim 46 wherein the user identification system comprises a substrate reader, and the substrate reader is configured to obtain identifying information on the user from a loyalty card provided to the substrate reader by the user.

48. (new) The system for providing personalized information of claim 46 wherein the user identification system includes the user interface of the portable display unit, the user interface being configured for a user to enter a personal identification number and associated password into the portable display unit.

49. (new) The system for providing personalized information of claim 46 wherein the personalized information includes a personalized shopping list.

50. (new) The system for providing personalized information of claim 49 wherein the personalized information further includes information on products on the personalized shopping list that are located in proximity to the location of the portable display unit.

51. (new) The system for providing personalized information of claim 46 wherein the information related to a user further includes at least one selected from a group consisting of targeted advertisements, health information, nutritional information, promotional offers, offers

on sale items, offers on discounted items, information on similar or associated items, manufacturer's coupons, storewide coupons, information on user specific favorite items, and information on user specific staple items.

52. (new) The system for providing personalized information of claim 46 wherein the information related to a user includes the demographic profile of the identified user.

53. (new) The system for providing personalized information of claim 52 wherein the demographic profile of the identified user is determined from a questionnaire completed by the identified user.

54. (new) The system for providing personalized information of claim 46 wherein the information related to a user includes a shopping history of the identified user.

55. (new) The system for providing personalized information of claim 44 wherein the location tracking system further comprises:

at least one receiver for receiving a unique identifier transmitted by the portable display unit;

a position calculating system for calculating position data relating to a location of the portable display unit in a commercial establishment using the unique identifier of the portable display unit received by the at least one receiver; and

at least one controller for transmitting position data relating to the location of the portable display unit generated by the position calculating system to the server computer.

56. (new) The system for providing personalized information of claim 55 wherein the position calculating system calculates the position data relating to the location of the portable display unit in a commercial establishment by at least one of biangulation techniques or triangulation techniques.

57. (new) The system for providing personalized information of claim 55 wherein the unique identifier of the portable display unit includes a radio frequency (RF) identification signal.

58. (new) The system for providing personalized information of claim 55 wherein the unique identifier of the portable display unit includes an infrared identification signal.

59. (new) The system for providing personalized information of claim 55 wherein the at least one receiver includes a plurality of transponders located at discrete locations throughout a commercial establishment.

60. (new) The system for providing personalized information of claim 55 wherein the at least one receiver includes a plurality of transceivers located at discrete locations throughout a commercial establishment.

61. (new) The system for providing personalized information of claim 44 wherein the at least one transceiver includes a plurality of transceivers located at discrete locations throughout a commercial establishment.

62. (new) The system for providing personalized information of claim 44 wherein the portable display unit comprises a scanning device and the scanning device is configured to read product barcodes scanned by the identified user.

63. (new) The system for providing personalized information of claim 44 wherein the at least one transmitter transmits the personalized information to the portable display unit using a wireless local area net.

64. (new) The system for providing personalized information of claim 44 wherein:

- the portable display unit further includes a microphone and a speaker;
- the server computer is configured to generate audio signals incorporating the personalized information for a user; and
- the microprocessor of the portable display unit is configured to play on the speaker the audio signals incorporating the personalized information.

65. (new) The system for providing personalized information of claim 44 wherein the at least one transceiver transmits the personalized information to the portable display unit as a web page using hypertext markup language.

66. (new) The system for providing personalized information of claim 44 wherein the server computer is configured to permit a user to access the Internet using the portable display unit.

67. (new) The system for providing personalized information of claim 44 wherein the transceiver of the portable display unit and the at least one transceiver are wirelessly connected to permit two-way communication between the portable display unit and the server computer.

68. (new) A method of providing personalized information to a user in a commercial establishment, comprising the steps of:

storing information related to a user in at least one database;

determining a location of a user in a commercial establishment with a location tracking system;

generating personalized information for a user in a commercial establishment based on the location of a user in a commercial establishment and the information related to a user stored in the at least one database; and

transmitting the generated personalized information to a portable display unit operated by a user in a commercial establishment, the portable display unit being assigned a unique identification signal and having a transceiver, at least one database, a user interface, a display screen, a microprocessor, and at least one program executable by the microprocessor to enable the portable display unit to receive, store, and display the personalized information to a user in a commercial establishment.

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69. (new) The method of claim 68 wherein the step of determining a location of a user in a commercial establishment includes the steps of:

receiving the unique identification signal of the portable display unit operated by a user; and

calculating the location of the portable display unit using the received unique identification signal of the portable display unit.

70. (new) The method of claim 69 wherein the step of calculating the location of the portable display unit includes calculating the location of the portable display unit by one of biangulation techniques and triangulation techniques using the received unique identification signal.

71. (new) The method of claim 69 further comprising the step of identifying a user in a commercial establishment and wherein the step of generating personalized information for a user includes generating personalized information for a user based on the location of a user in a

commercial establishment, an identity of a user and the information related to a user stored in the at least one database.

72. (new) The method of claim 71 wherein the step of identifying a user includes reading a loyalty card of a user with the portable display unit.

73. (new) The method of claim 71 wherein the step of identifying a user includes:

entering, by a user, a personal identification number and associated password into the portable display unit; and

authenticating the personal identification number and associated password entered by a user.

74. (new) The method of claim 71 wherein the step of generating personalized information for a user in a commercial establishment includes generating personalized information for a user in a commercial establishment based on the location of a user in a commercial establishment, the identity of the user and at least one of a demographic profile of the identified user and a shopping history of the identified user.

75. (new) The method of claim 74 wherein step of generating personalized information for a user in a commercial establishment includes generating personalized information for a user in a commercial establishment based on the location of a user in a commercial establishment, the identity of the user, at least one of a demographic profile of the identified user and a shopping history of the identified user, and at least one selected from a group consisting of targeted advertisements, health information, nutritional information, promotional offers, offers on sale items, offers on discounted items, information on similar or associated items, manufacturer's coupons, storewide coupons, information on user specific favorite items, and information on user specific staple items.

76. (new) The method of claim 71 wherein the step of transmitting the generated personalized information to a portable display unit includes transmitting a personalized shopping list to a portable display unit.

77. (new) The method of claim 76 wherein the step of transmitting the generated personalized information to a portable display unit includes transmitting information on products on the

personalized shopping list that are located in proximity to the location of the portable display unit.

78. (new) The method of claim 71 wherein the step of transmitting the generated personalized information to a portable display unit includes transmitting the personalized information to the portable display unit using a wireless local area net.

79. (new) The method of claim 71 wherein the step of transmitting the generated personalized information to a portable display unit includes transmitting audio signals incorporating the personalized information to the portable display unit for play on a speaker of the portable display unit.

80. (new) The method of claim 71 wherein the step of transmitting the generated personalized information to a portable display unit includes transmitting the personalized information to the portable display unit as a web page using hypertext markup language.